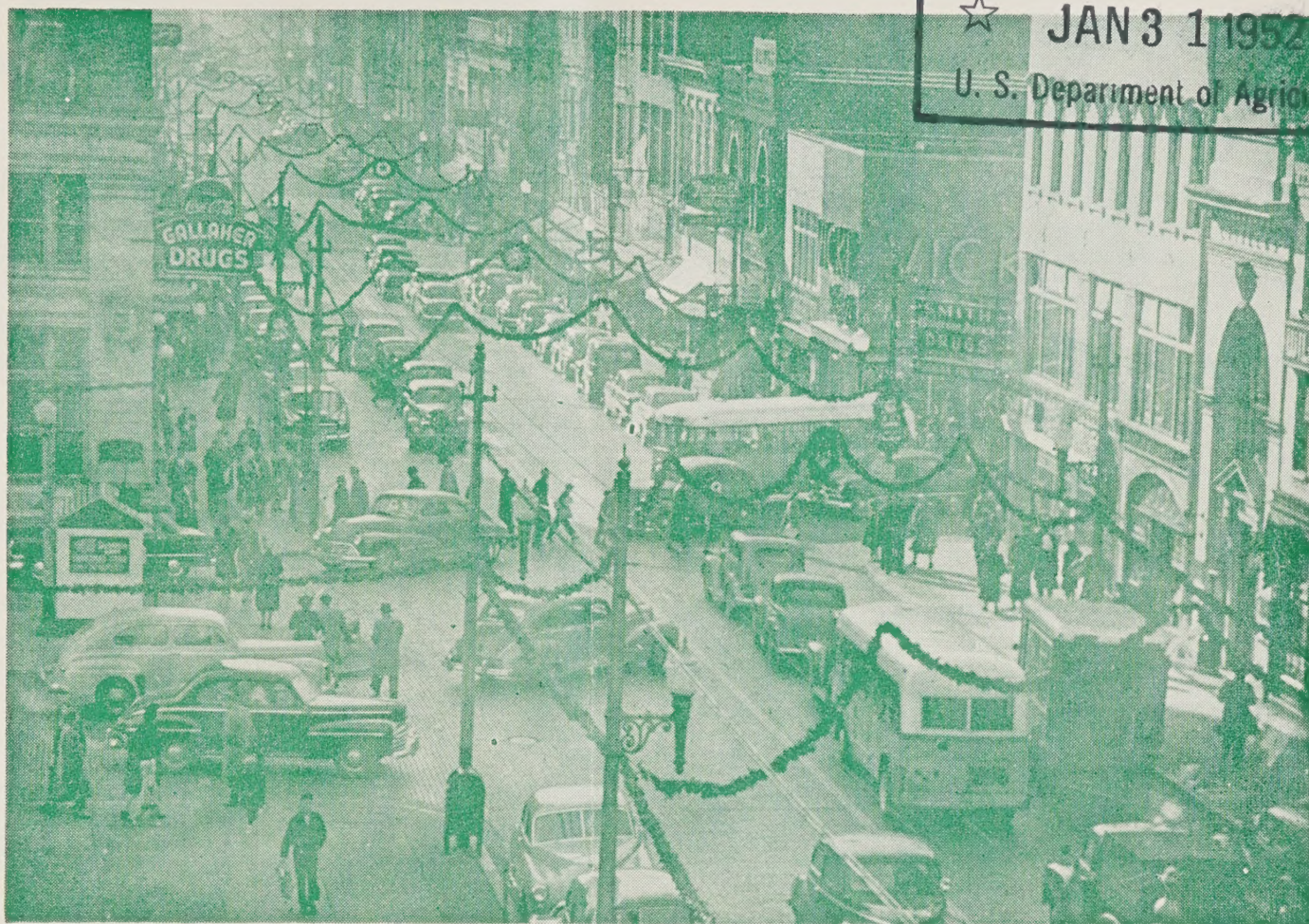
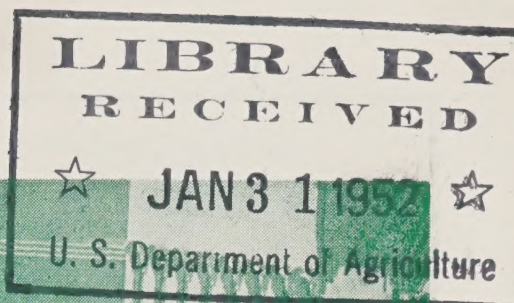


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.63



The city of Portsmouth, Ohio, showing how lovely it looked in 1949 after being decorated with our Mountain Laurel Roping and Wreaths.

Appalachian Evergreen Company

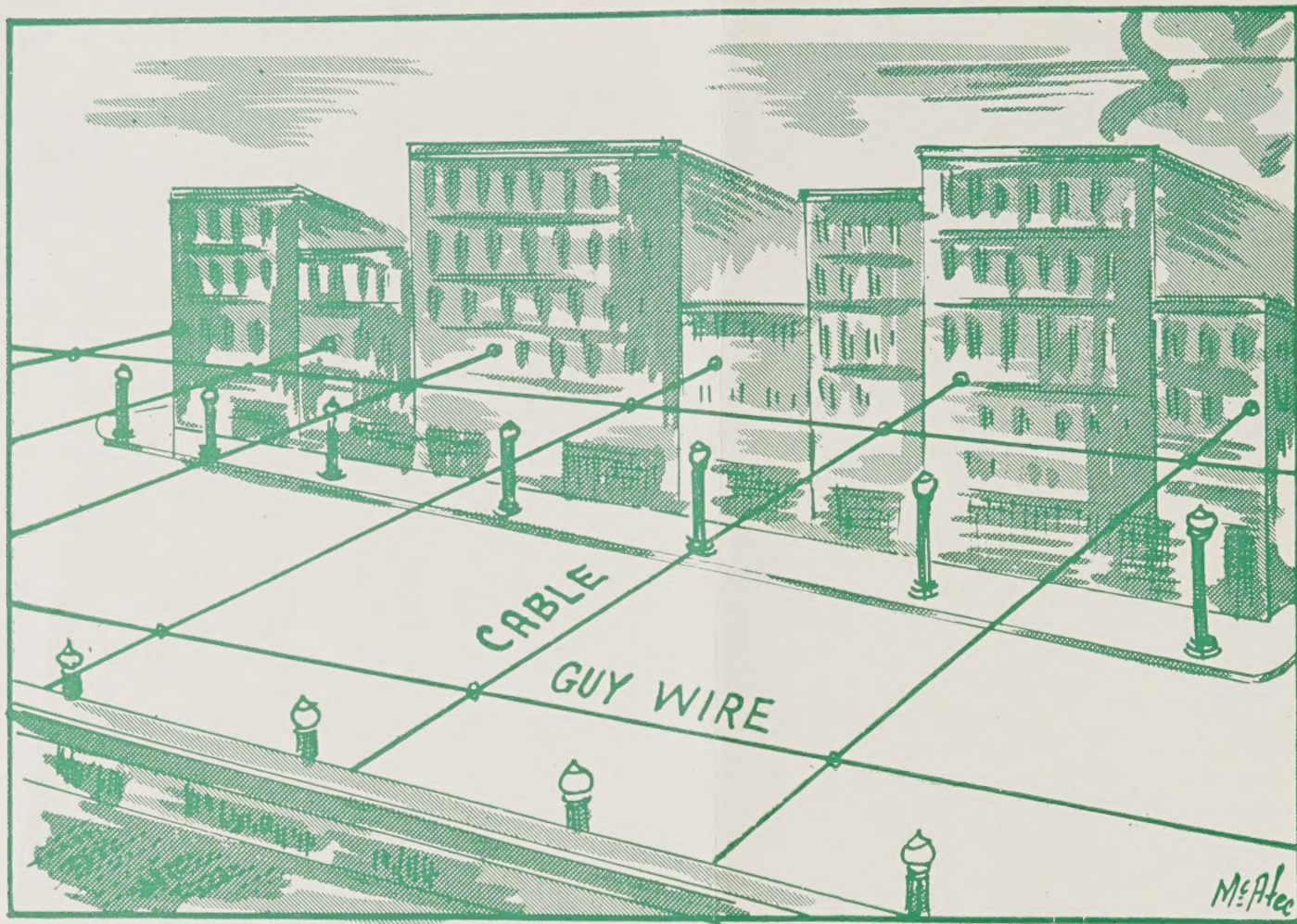
123 HOWARD STREET + TELEPHONE 201

BOONE, NORTH CAROLINA

YOUR DEPENDABLE DEALER IN DECORATIVE EVERGREENS

PRESENTING

1900 — Our Golden Anniversary Catalogue — 1950



This is to show you how to put up cables and guy wires before attaching the roping. If strong cables are extended across the street and anchored from building to building, and heavy wire—as heavy or heavier than telephone wire can be strung up and down and attached to the cables, then roping may be attached to the cables and wires.



This portrays a square, showing how to loop your roping, crossing it and hanging a wreath where it crosses. This sketch does not show the wreaths at each loop down the street, but by using wreaths at these loops, your town would indeed be beautiful.

GENERAL INFORMATION

Terms

You may have 30 days after receipt of invoice to make payment—more time than this if you need it. It is not necessary to send us a deposit on your order, if you can guarantee not to cancel at the last minute, leaving us with perishable items on our hands to ruin. We will allow you a 2 per cent discount if you send check with order, or by November 1st.

Our Reference

Dun and Bradstreet, Inc., under the heading of C. C. Wilcox
The Northwestern Bank, Boone, North Carolina

BEST REFERENCE: Our Satisfied Customers

OUR EXPERIENCE: We have been in business for 50 years.



Shipping Information

Unless Evergreens are delivered direct to you by our truck, Railway Express is the only safe way to ship Evergreens, as Motor Freight is far too slow. For the past year we have found Express rates ridiculously high, and to save our customers money, we began delivering orders with our own trucks last year. If you can give us a large enough order to make a load, we will deliver your order at a great saving to you. Or, if several neighboring towns could give us their order for delivery when you want yours, working out a mutual delivery date, we could work out a route, delivering all orders at one trip, and let all of you share the delivery charges of the trip. However, to be able to do this, we must have *PLENTY OF NOTICE* in which to make our plans, and figure out a route so as to save you the most money on delivery charges.

Delivery Date

When shipping to you, we cannot guarantee goods to reach you any certain date. We will ship on the date requested, or the date we think it would be most likely to reach you when you want it. After placing your shipment with Transportation Company, our responsibility ceases and all claims for lost or damaged goods, etc., must be taken up with the Transportation Company.

Other Information

DO NOT DELAY ABOUT PLACING YOUR ORDERS UNTIL THE LAST MINUTE! We must have your orders early, or may not be able to serve you. All orders are accepted subject to conditions beyond our control, such as strikes, weather conditions, transportation delay, etc. It is best to place your order by September or October when possible—the earlier we have your order, the better we can serve you.

WHY YOU SHOULD DECORATE YOUR CITY

Christmas is the time for decorating, and everyone is interested in your decorations. By decorating your town, many people will come from miles around to look at your decorations who would not come otherwise, and while they are there, they will buy, thus increasing your Christmas trade.

Many cities, who previous to 1949 had not decorated, and who did decorate in 1949 were so pleased with the results of their decorations they would not think of leaving off their decorations in 1950, as they feel the decorations increased their business, in some instances as much as 50 per cent.

In our opinion, the evergreen roping and wreaths go hand in hand, each completing the other. Don't let your neighboring town get *YOUR* business this Christmas—Decorate your town with our lovely wreaths and roping for the most successful season you have ever had.

ABOUT OUR EVERGREEN ROPING

We think there are no decorations as beautiful, and as much in keeping with the Christmas Season as our lovely Evergreen Roping. You have a large variety to choose from, and there are many, many ways to use this—you can have individual and different decorations every year by using this roping.

Our roping is made by workmen, who have had many years experience in this work, from fresh, select Evergreens. Round, fluffy, tightly woven so that it cannot fall apart, our beautiful roping cannot be compared to the poorly made, light weight roping often sold on the market. Entirely made by hand on an extra heavy twine, so strong it is better than wire, it will not slip on twine as it sometimes does on wire. However, we can make this on the wire if you prefer. We strive always to improve the quality of our roping and feel sure there is none better on the market. Every year we receive praise on the beauty and quality of our Evergreens.

Last year we had a medium weight and a heavy weight roping, but we have discontinued making the medium weight, as it does not look as well as a heavier grade for cities. We are only making the heavy weight, and the extra heavy weight.

Our selection of roping would be the Laurel, White Pine or Mixed Laurel-White Pine. Balsam and Boxwood are beautiful and will last longest, but prices of these are usually too high for the average consumer. Hemlock is among the loveliest, but has a very short life span. It is the most perishable roping we handle.

If your city has a warm climate, we suggest your trying our treated, painted roping, as listed on page 7. This roping has a much longer life than the natural. In one instance last year we checked the painted roping 60 days after it had been put up, and it was just as nice and fresh as when first put up. However, in a cool climate, where the temperature does not get too warm, the natural roping, unpainted or treated, will last throughout the Holiday season.

HOW TO FIGURE THE COST OF DECORATING YOUR CITY

The cost of decorating your city is comparatively small when you use the Evergreen Roping and Wreaths. You will be surprised to find how far just 1,000 yards of this roping will go. You can stretch this out thinly, making it go a long way, or you can put this up abundantly.

To know how much roping it would take, you could measure your streets, estimate how many times you want to cross the streets and see how much it would take.

If you need any help in decorating your city, and could send us a sketch of your streets, we will be glad to help you plan your decorations. There are so many beautiful ways to decorate your city, you need not use the same style even for two consecutive years. No matter how little or how much you can afford to spend, when you use Evergreens there is a way to decorate your city. For some ideas on how to use this roping, we refer you to pages 2, 6, 7 and 12, where we show some different ways to use this roping.

HOW TO PREPARE FOR AND PUT UP ROPING AND LIGHTS

All lights, and roping, need a heavy guy wire for support. The longer span you have, the heavier your wire needs to be. It should never be lighter than telephone wire. Whenever possible, these wires or cables should be permanent, put up high enough to be out of the way of traffic, and left up all year. It will not be noticable, and will save you much trouble each Christmas Season. Some towns have light posts that are high enough to swing wires from, and others do not. Some towns have telephone and light poles which they can fasten wires to. When a city does not have either, cables can be anchored to side of buildings that face the street, extending cables across the street. Wires can then be strung up and down length of street as needed. For illustration, see sketches on page 15. ✓

(continued on next page)

When possible, lights and roping should be strung a foot or more apart, as this eliminates the possibility of fire hazards, and does not dry out your greens. If your streets are not too wide, roping and lights can be swung across streets and will support themselves, but they must either be scalloped or fastened to wire overhead, as in sketch shown on page 2.

Don't think it would be difficult to decorate your town, or that you must have experience. Almost anyone can decorate a town, and do it well. You will be surprised how easy it is after you get into it. Your own city workmen can put up these Evergreen Decorations, eliminating any expense to speak of here.

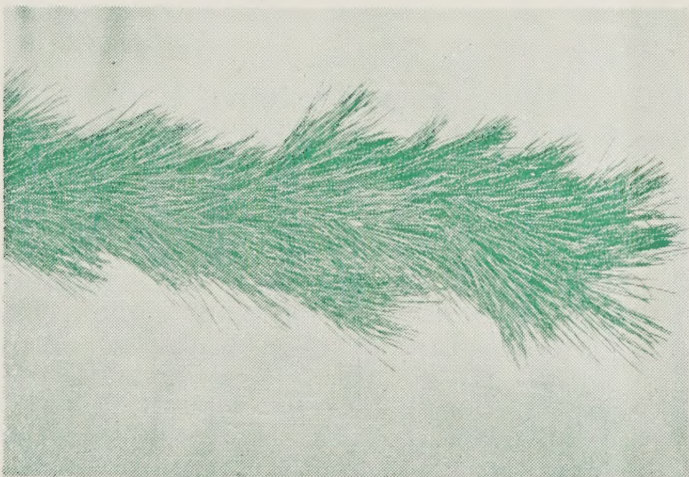
Mountain Laurel Roping



This sturdy roping, a bright green in color, made of fresh Mountain Laurel, will stay fresh and beautiful throughout the Christmas Season in the average climate. It is made up on heavy twine, strong enough to resist heavy sleet, snow and wind, if properly put up. If you prefer this put up on wire, we can do this for an additional 3¢ per yard. On our front cover, you can see how lovely Portsmouth, Ohio looked in 1949, decorated with this Laurel Roping.

- EXTRA HEAVY WEIGHT.....@ .14¢ yd. HEAVY WEIGHT.....@ .12¢ yd.
Decorated with artificial red berries.....@ .05¢ yd.
Decorated with red ruscus.....@ .03¢ yd.
Decorated with artificial red berries and red ruscus.....@ .05¢ yd.
(Prices on decorations are in addition to the price per yard plain)

White Pine Roping



Made up of White Pine Sprays, dark green in color, this dainty roping has spreading needles, and will remain fresh throughout the Christmas Season in an average climate. It is strong enough to resist sleet, wind and snow without breaking if put up correctly. Made up on a strong twine, of fresh choice sprays after your order is received. If you would prefer this made up on wire, we can do this at a charge of 3¢ per yard additional. This pine is not the real short needle pine—neither is it the long needle pine, but is between the two, making this the perfect material for roping and wreaths.

Spartanburg, South Carolina, was decorated with this in 1949, and an actual photograph appears on the back cover, showing how beautiful this city looked.

- EXTRA HEAVY WEIGHT.....@ .14¢ yd. HEAVY WEIGHT.....@ .12¢ yd.
Decorated with artificial red berries.....@ .05¢ yd.
Decorated with red ruscus.....@ .03¢ yd.
Decorated with artificial red berries and red ruscus.....@ .05¢ yd.
(Prices on decorations are in addition to the price per yard plain)



If roping is not strung up and down street, suggest stringing it across street and wrapping light poles as illustrated here.

Mixed Laurel and White Pine Roping

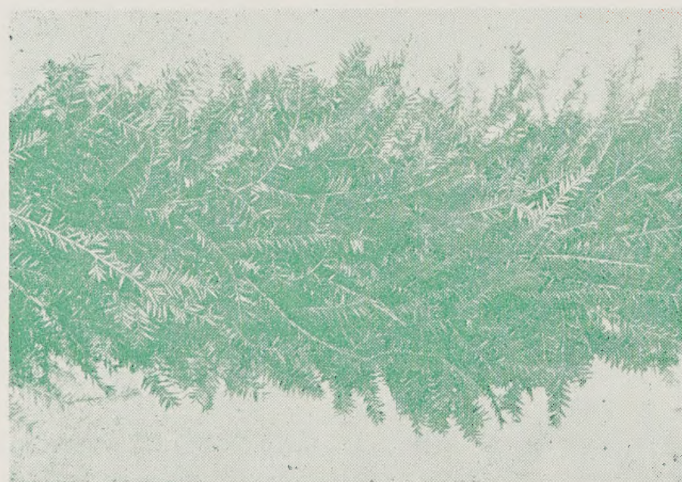


Made up of first a sprig of the Laurel, then a sprig of the White Pine, this is one of the loveliest of all Evergreen decorations. Long lasting, it will stay fresh and green throughout the Christmas Season. Made up on strong twine, it will withstand sleet, snow and heavy winds if put up correctly. If you prefer this on wire, we can have this made up on wire for an additional 3¢ per yard.

EXTRA HEAVY WEIGHT.....@ .14¢ yd.	HEAVY WEIGHT.....@ .12¢ yd.
Decorated with artificial red berries.....@ .05¢ yd.	
Decorated with red ruscus.....@ .03¢ yd.	
Decorated with artificial red berries and red ruscus.....@ .05¢ yd.	

(Prices on decorations are in addition to the price per yard plain)

Hemlock Roping



This, in our opinion, is the most beautiful of all Evergreen Ropings, but has the disadvantage of the shortest life span. It will only last about two weeks. We do not advise you to decorate your streets with this, but if you want to decorate your church, public buildings, or your home, you will not find a more beautiful decoration than this. On page 11 is an actual photograph of a church decorated with roping. A dark green in color, round and fluffy, it is well made on heavy twine by workmen of long experience. Suitable for any decoration that need only last a short

while, it is the same first class quality roping as all our other roping.

EXTRA HEAVY WEIGHT.....@ .14¢ yd.	HEAVY WEIGHT.....@ .12¢ yd.
Decorated with artificial red berries.....@ .05¢ yd.	
Decorated with red ruscus.....@ .03¢ yd.	
Decorated with artificial red berries and red ruscus.....@ .05¢ yd.	

(Prices on decorations are in addition to the price per yard plain)



Double scallop across street with wreaths at each scallop is very attractive.



CITIES WITH WARM CLIMATE: HERE IS JUST THE ROPING YOU HAVE BEEN LOOKING FOR.

NOW YOU CAN DECORATE YOUR CITIES WITH EVERGREEN ROPING WITHOUT BEING DISAPPOINTED!!!

If your city has a climate which is too warm for the natural Evergreen Roping to stay fresh, you need not worry any longer; Years of experimenting and hard work have brought us the perfect answer to your problem. This answer is an especially treated, painted roping.

White Pine Roping, Treated and Painted

This beautiful roping is made exactly like the natural White Pine Roping, the only difference being that this has been treated and painted, so that it will stay fresh and green in a warm climate where the natural would not. Painted the same lovely shade of green it naturally is, it will last and last and last. Made up on strong twine, it will not break if correctly put up. Used with great success in Mississippi, Alabama and many other cities of the deep South in 1949, we checked this 60 days after it was put up and found it as fresh and green as the day it was put up, and it had not even begun to shed. Decorate your streets with this and you will not be disappointed—It's beauty is incomparable.

EXTRA HEAVY WEIGHT.....@ .24¢ yd. HEAVY WEIGHT.....@ .20¢ yd.

Decorated with artificial red berries.....@ .05¢ yd.

Decorated with red ruscus.....@ .03¢ yd.

Decorated with red ruscus and artificial red berries.....@ .05¢ yd.

(Prices on decoration in addition to the price per yard plain)

Laurel Roping, and Mixed Laurel-White Pine

Either of these ropings are beautiful after they are treated and painted, but are not as lovely, or as long lasting as the White Pine. This is the strong, well made roping we offer in the natural stage. For decorations that are different, and really lovely, you will be pleased with this.

EXTRA HEAVY WEIGHT.....@ .26¢ yd. HEAVY WEIGHT.....@ .29¢ yd.

Decorated with artificial red berries.....@ .05¢ yd.

Decorated with red ruscus.....@ .03¢ yd.

Decorated with red ruscus and artificial red berries.....@ .05¢ yd.

(Prices on decorations in addition to the price per yard plain)

Prepared Lycopodium Roping

A beautiful roping, prepared and painted a deeper green, can be used for several years without fading. This roping is made up on a copper wire, which is very strong and will not corrode. It is fire proof, and suitable for use either on the outside or on the inside. This roping makes a beautiful window dressing, and when decorated with red holly berries and red ruscus is colorful and lovely. Offered as follows:

EXTRA HEAVY WEIGHT-----@ .65¢ yd. HEAVY WEIGHT-----@ .60¢ yd.

Decorated with artificial red berries-----@ .05¢ yd.

Decorated with red ruscus-----@ .03¢ yd.

Decorated with red ruscus and artificial red berries-----@ .05¢ yd.

(Prices on decorations in addition to the price per yard plain)



EVERGREEN WREATHS TO COMPLETE YOUR DECORATIONS

Why You Should Use Wreaths

A wreath, when put in the proper place will do much to bring out the beauty of your other decorations. The roping alone is beautiful, but it takes wreaths also to put the finishing touch to your decorations. To people driving through your town, the roping is of course the first thing which will be noticed, but to the pedestrians on your streets a wreath, placed on a light post or some other noticable place is the first thing they will notice. Your Christmas Decorations will not be complete unless you have your wreaths.

Ways To Make Your Wreaths Outstanding

When you loop your roping across your streets, a wreath placed at each loop will stand out. Place a 36" wreath on your light poles, or at each loop of your roping, circle them with lights, place a metal plaque inside, or let us decorate them for you, and you have one of the most beautiful of decorations.

Or, take a large wreath, about 7 feet overall or larger, and place on streets leading into your town, around a sign reading something like "Welcome to our City. Merry Christmas", and you will have a very effective decoration, as well as one showing your Christmas Spirit.

For other ideas on how to use wreaths to the greatest advantage, we refer you to our cover page, where we have shown with an actual photograph of a city, and also by sketches on pages 2, 6, 7 and 12 a few of the many ways you can use wreaths to good advantage. We will be glad to work out other attractive ways to use wreaths for you, if you will send us a sketch of your streets.

What We Have In Wreaths

We have a large variety of wreaths for you to choose from. You may choose wreaths to exactly match your roping, or you will find wreaths to stand out in contrast to your roping. We have the natural Evergreen Wreaths, the painted wreaths—painted either green or silver, we have decoration to glorify the wreaths, treated wreaths that you can use more than one year. We can supply you with anything you want in a wreath, and if you do not find what you want listed, then please contact us, and we believe we will be able to supply what you do want. We are only showing the most popular wreaths, but have others also. Our choice of wreaths is as follows:

First choice: Balsam

Second choice: White Pine

Third choice: Laurel

NOTICE TO CITIES WITH WARM CLIMATE: THESE WREATHS ARE JUST WHAT YOU WANT.

Painted Wreaths

We can paint and treat the wreath of your choice for you, although the treated painted wreath of our choice would be the Balsam or White Pine, which holds paint best. We choose the green color they naturally are, but can paint them silver, or any other color you desire.



There is great advantage in treating and painting these wreaths, especially in a warm climate. A wreath that has been painted and treated will hold up for many months, neither shedding or changing color, while the natural wreaths will sometimes dry out in a warm climate before the season is over.

Remember—the sooner your decorations are up the sooner people will begin Christmas Shopping, and when you paint your decorations you can put up your decorations much earlier.

For prices on painted wreaths, add 50 per cent to the cost of the wreath natural.



Decorated Wreaths

To show your wreaths to the very best advantage, allow us to decorate them with red ruscus, artificial red berries, painted or natural Pine Cones. These touches of color against the green make a beautiful, colorful touch of Christmas. The decorations are inexpensive and will more than justify your spending this small additional amount on them. For decorations, add 30 per cent to the cost of natural wreaths plain. *As jewelry adds the finishing touch to a costume, decorations add the finishing touch to wreaths.*

Prepared Lycopodium Wreaths

These wreaths are made of Princess Pine which has been treated and dyed a darker green. They are well made on hoops of strong copper wire, which will not corrode, and if proper care is taken in putting these up and storing them away, they can be used for several years. We can make these any size you desire, but only offer the two most popular sizes.

24" OVERALL.....@ \$2.00 each 36" OVERALL.....@ \$4.00 each
Decorated—add 30 per cent to the cost

Southern Balsam Wreaths



The most beautiful wreath we have, as well as the best. Made of the beautiful round, fluffy, green Southern Balsam, it is not to be compared with the light, flat Northern and Western Balsam. These wreaths will stay beautiful for months, not shedding or turning brown—even after this wreath dries out it does not turn brown or shed. A good heavy wreath, made full, double-faced from choice, fresh sprays, this is not to be confused with inferior wreaths often offered on the market. Packed for shipping with a special moist preserver to reach you in the freshest condition possible. We offer this wreath to you in two sizes only; if you desire another size, we can make them for you any size you prefer. We suggest you do not use a

wreath smaller than a 36" overall in street decorations, as it takes this size to be really effective. The painted and treated go well with either natural or painted roping.

24" OVERALL.....@ \$1.75 each

Decorated—add 30 per cent to price.

36" OVERALL.....@ \$2.50 each

Painted—add 50 per cent to price.

White Pine Wreaths



A sturdy wreath, as well as a lovely wreath, about 75 per cent of the cities who ordered last year used this wreath. A lovely deep green in color, the long needles make a dainty wreath. Suitable for use with any kind of roping, either natural or painted. It is made full and heavy, double-faced, from choice, fresh sprays just before shipping. Packed with a special moist preserver to reach you in the freshest condition possible. Beautiful with decorations. Offered to you in two sizes, suggest you do not use smaller than a 36" in street decorations, since smaller wreath will not show up as well. Painted and treated, these go well with either natural or painted roping.

24" OVERALL.....@ \$1.00 each

Decorated—add 30 per cent to price.

36" OVERALL.....@ \$1.50 each

Painted—add 50 per cent to price.

Mountain Laurel Wreaths



A lovely deep green wreath, suitable for use with any roping, sturdy and long lasting. Made on strong wire hoops, double faced, of fresh, select sprays just before it is shipped. Lovely with decorations, it is well made by experienced workmen, and not to be confused with inferior wreaths often offered on the market. Although we only offer this in two sizes, we can make this wreath any size you desire. A smaller wreath than 36" overall is not suitable for street decorations, as they do not show up well, and are not as effective.

These wreaths go well with any roping you choose.

24" OVERALL.....@ \$1.00 each
Decorated—add 30 per cent to price.

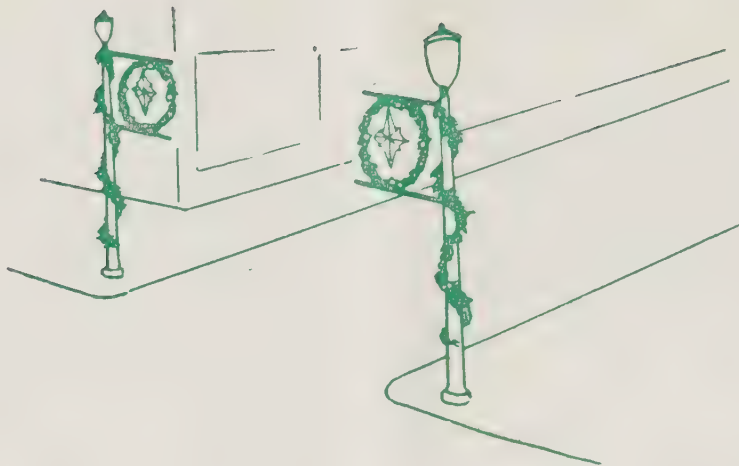
36" OVERALL.....@ \$1.50 each
Painted—add 50 per cent to price.

Other Evergreen Wreaths

We can offer you wreaths either in Hemlock, Princess Pine, or Boxwood, but have not shown these as they are not suitable for street decorations, being more for use in decorating public buildings, festive halls, or private homes and churches. However, if you would be interested in any of these, we will be glad to send you any information on same. They can be made up in any size you desire, and are the same well made wreaths we always offer to our customers.

For those of you preferring the extra heavy, flat wreaths, we can also supply these. If you are interested in these, please contact us for quotations, stating quantity you would need.





Another of the many ways to use our Evergreen decorations.



LOVELY GIFT BOXES



PRICE PER BOX—\$5.00 PREPAID.

This lovely gift, designed to save you endless Christmas Shopping. This is the perfect gift for everyone, as it contains enough roping to decorate doors, windows, and a mantel or a table. It has a nice wreath, sprays, galax and pine cones. These are the decorations most often used. There is no waste in this box—everything in it is both beautiful and useful. We will send these prepaid to any place east of the Rockies, at \$5.00 each delivering these where you want them, saving you the worry of mailing them yourself. This is a wonderful gift for firms to give their employees.



METAL STREET DECORATIONS

Metal Garland

Made in silver color, approximately 6 layers of foil, slit on each side to be fluffy. In widths of 6" and 9", the widths most towns seem to prefer. Put up in rolls of 50 feet per roll, it can be cut or pieced if you desire a longer or shorter length, so that it can be used in any way the Evergreen Roping can. If it is put and taken down with care, can be used again next year.

In order to supply you with this metal garland, we must have your order early enough to make this up for you. We should have your order by September 1st, as we do not stock this heavily, and might run out, so please keep in mind that it is very important to have your order early if we are to serve you.

6 INCHES WIDE-----@ .25¢ PER FOOT

9 INCHES WIDE-----@ .40¢ PER FOOT

We do not push sales on this metal garland, as we do not feel it is in keeping with Christmas as the Evergreens are. However, if we have your order early, we will be able to supply this.



Illuminated Plastic Wreaths



A. These illuminated plastic wreaths may be purchased with either a molded Santa Face, features screened in four colors, or in the double bell design. The wreath portion is screened in permanent two-tone green with bright red berries. Double-faced. A permanent beautifully illuminated translucent unit completely assembled by means of bright plated metal rings and clamps for proven long-lasting quality. Interior medium base ring socket mounting complete with 50W A-19 lamp and cord set. PRICED AT \$25.00 EACH.

B. Illuminated plastic wreaths, with appropriate "Merry Christmas" or "Seasons Greetings" screened in translucent red on center panel. Wreath portion screened in permanent two-tone green with bright red berries. A permanent double-faced wreath unit, completely assembled by means of bright plated metal rings and clamps. Interior medium base ring sockets mounting complete with 50W A-21 lamp and cord. PRICED AT \$24.00 EACH.

These wreaths may be used either indoors or outdoors. All of them are double-face, 22" diameter. In order to supply you with these, we must have your order by August or September. We get the raw materials from a factor, and it is very slow in coming in. Therefore, if we are to be able to supply you with these, we must have your order early, so we can make these up.

Santa Claus Face for Inside or Outside Decoration

This beautiful Santa Claus face, screened in glorious, true to life colors is the perfect finishing touch for your decorations. One of the merriest of all Christmas Decorations. Offered to you as follows.

EACH—\$4.98

DECORATED BALSAM SPRAYS



A lovely decoration for your light posts, this spray replaces a wreath there. Many cities have used Christmas Trees on their light posts, but in our opinion this is the more beautiful of the two. Made up on the beautiful round Southern Balsam, it is approximately 36 inches long and approximately 24 inches wide. Decorated with Christmas Reds and Pine Cones, or beautiful used with lights. Would be festive on the doors of stores, county buildings, and countless other places.

WITH NO DECORATIONS...@ \$3.00 each

DECORATED WITH CONES...@ \$3.50 each

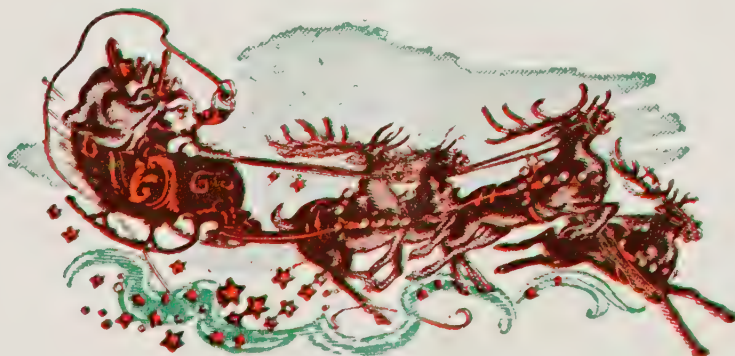
DECORATED WITH CONES
and RED RUSCUS.....@ \$4.00 each

DECORATED WITH CONES,
CHRISTMAS REDS and
RIBBON@ \$4.50 each

REGARDING YOUR NEEDS

If you would answer the following questions for us, it would be of much help to us, and to you, in serving you in the future.

1. Did you decorate your city last Christmas? If so, what did you use?
2. If you decorated last year, what quantity did you use?
3. Do you plan on decorating this year?
4. If you decorated last year, do you feel it increased your business and paid dividends?
5. If you don't plan on decorating this year, would you write and tell us why?
6. About what month do you purchase your Christmas decorations?
7. Will you send us names of florists in your city?



Something Entirely NEW!

NORTH CAROLINA
OLDEN ANNIVERSARY

SERVING LAST YEAR,
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THAN EVER BEFORE,
ING YOU AGAIN THIS

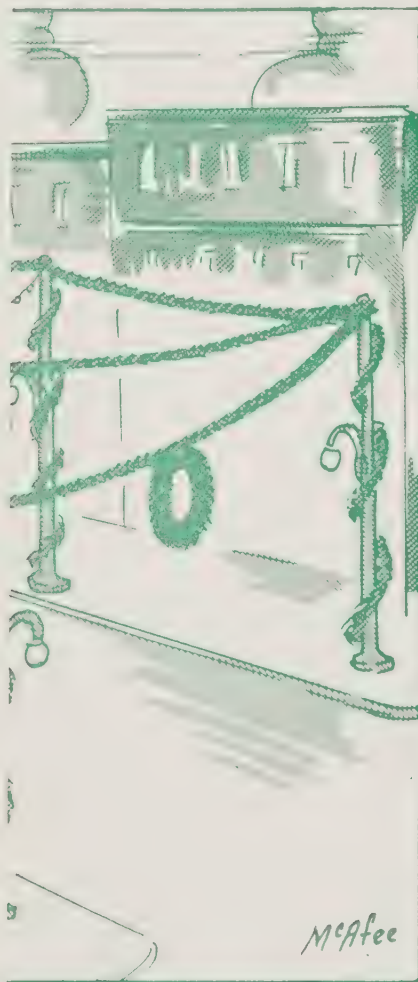
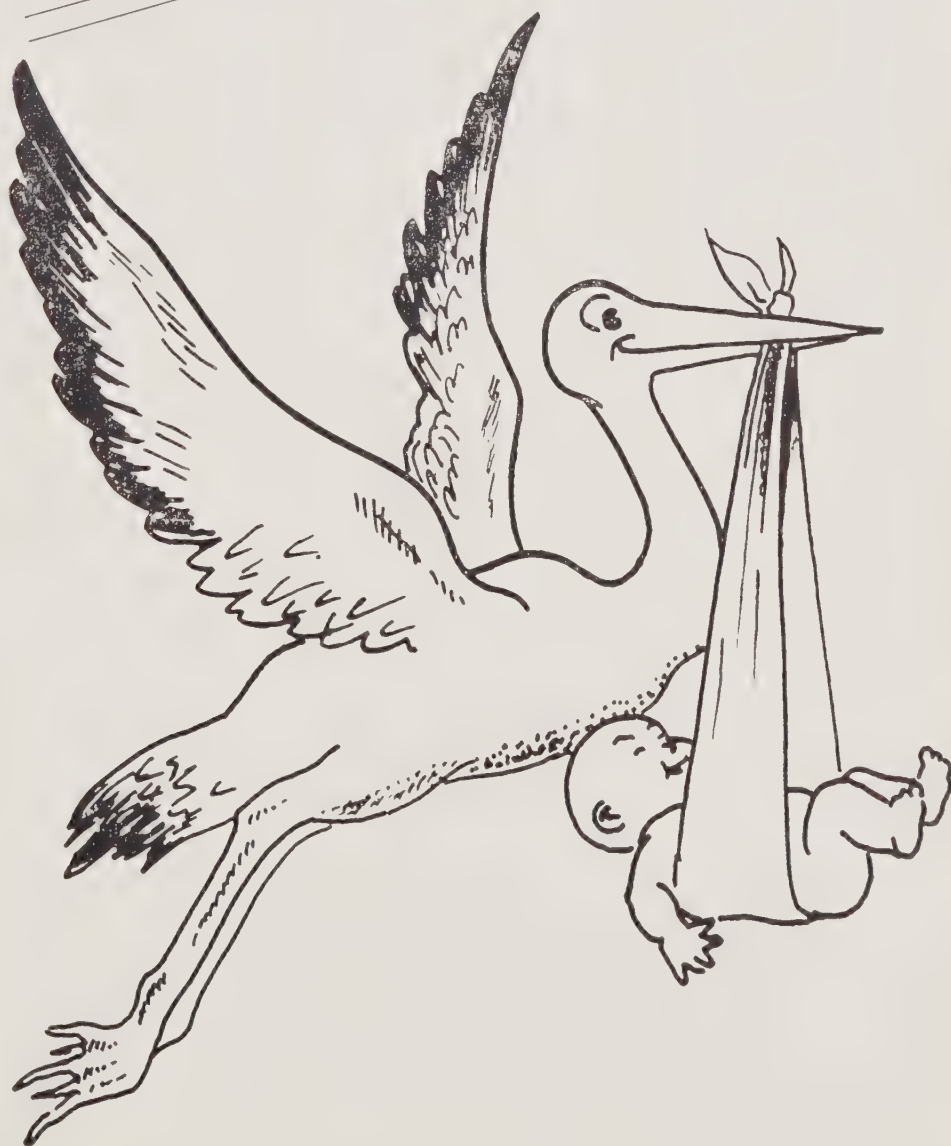
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STMAS DECORATIONS,
R CITY'S FLORISTS.

U URGE YOU TO SEND
ORDERS, AND WILL
YOUR ORDER EARLY.
LOOK FORWARD TO
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JULY,
VERGREEN COMPANY

POST OFFICE BOX 391



Several other patterns along this
one can make by stopping and

DECO



REC

If you would answer
to us, and to you, in serv

1. Did you decorate your
2. If you decorated last
3. Do you plan on decor
4. If you decorated last
5. If you don't plan on
6. About what month do
7. Will you send us nam



New Stuff !!!

Cypress Plantbands Won't Steal Your Soil Nitrogen!

Wood veneer bands have a great reputation for doing that. Chances are that you have seen articles in the trade journals saying that many plants appear unhappy in plantbands.

They explain it this way: wood veneer, being thin, decomposes rapidly. While the band is rotting, large amounts of Nitrogen are used in the process.

Maybe so; we are not too scientifically inclined, but let us tell you about our actual experiences with plantbands and the reasons for this new cypress plantband idea.

Before the War we used different kinds of plantbands in a comparatively moderate way. The overall program looked very nice for a number of reasons. They were low in cost; you could move them around by the flatful instead of by the single pot; they took up less room, and held more soil than comparable sizes of clay pots; thus they needed fewer "shiftings."

They stayed moist longer than clay pots; being cubical in shape, they pack nicely and tightly for shipment. No knocking out; no paper shipping pots to buy; no breakage; and no pots to wash. Then there need not be a lot of money tied up in a shedful of pots. A couple of thousand plantbands could be carried under each arm. A million bands could be tiled away in one of the pot bins.

It certainly looked like there were a lot of economies and labor-saving potentialities in the band idea. But there was always this worry about the "nitrogen-hungry look" of the plants. Nitrates were applied, and helped considerably. But when nitrates were added, that seemed to step up the tempo of the band rotting.

Here we were, trying to sell a "balled baby" shrub and evergreen program, put up in nice little packages containing fine, thrifty plants with

all of their roots in the package. With rotten bands, the plants were rooting all over the neighbor's precinct.

Someone suggested wood preservatives. That looked like it might help, so we tried it. But the costs of the wood preservatives and application were high enough to offset many of the other economies.

Along came the War; clay pots became more expensive and harder to get. It looked like more plantbands would have to be the solution.

A number of kinds were ordered in for more trials. Treated paper bands were quickly eliminated. Light paper kinds were too hard to scramble into a flat. Some stuck together. Roofing paper bands were too water-tight to permit moisture to circulate freely in the flat. That meant individual plant watering, or dipping the whole flat in a pan of water; and that just cost too much money.

Veneer bands were selected as the most desirable. Stapled types were tried, too; but to remove them, when removal was necessary, meant cutting them at a corner with a knife, and that was very slow indeed. Slotted bands came off with just a twist of the wrist.

By making a few simple changes in the slot design, we greatly stepped up the business of setting up the bands. High School girls, with their skinny nimble fingers, and their ever-pressing need for ready cash, did the job quickest and best. It is a good point in economics, however, to pay them by the flat rather than on an hourly basis. Some will set up 600 to 700 bands per hour, after a little practice.

Several years ago we located a southern manufacturer who could make a few Cypress bands. But Cypress was being bought by the government just about as fast as it was being logged, so it has not been possible to secure enough cypress plantbands even for our own requirements, until this year. This delay, while annoying, did however provide excellent opportunities to test, re-design, check, and perfect the product. Now we are ready to introduce the new improved Cypress Plantbands. They are coming to us in carload quantities and are available to you for your requirements.

Try some of them! We have certainly found them most satisfactory, and you will, too. There

, NORTH CAROLINA OLDEN ANNIVERSARY

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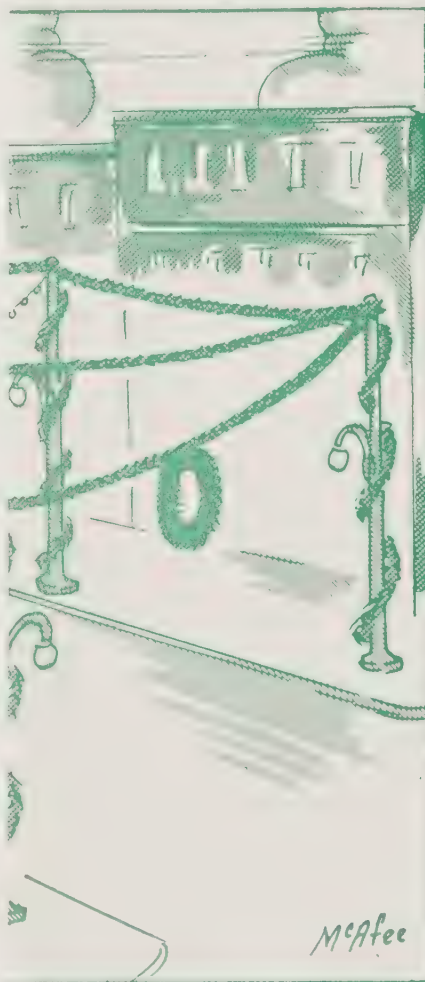
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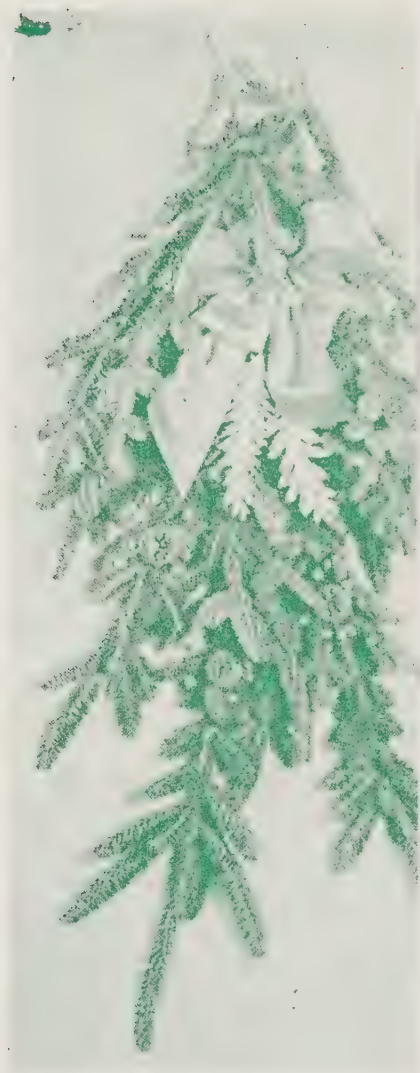
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are a great many things you can do with them. Try sowing to each band a few seeds of such vegetable and bedding plants as you usually transplant 100 to a flat. After the seeds have come up and the plants are well started, thin to one or two plants per band. Your customers will gladly pay you much more for the plants put up in such an attractive manner; and the plants, with the root ball intact, will have no transplanting shock to overcome. That will make happy customers, and you will have saved a transplanting cost.

Use these cypress plantbands for potting up rooted carnation and mum cuttings and other similar things, including perennials, shrubs and evergreens. Handling costs will be but a fraction of usual, and thus profits increased.

We use them in so many ways that we could use pages to tell you about them. You will find many uses for them that have not occurred to us; and we solicit your tips on such uses, so that we can pass them on to others.

So far as we know, no other firm is making or offering plantbands made of cypress. Because cypress logs are not smooth grained like spruce, cottonwood, gum, etc., manufacturing costs are much greater. Yet, by taking advantage of every possible economy, our prices are in line.

Prices are f o b Waynesboro, Penna. or Memphis, Tenn. Your order should be sent to Waynesboro, Penna., and shipment will be made from point nearest you. All are packed 1000 to package. Trial shipments of one to five thousand can be made by Parcel Post.

	Per M
1 3/4 x 1 3/4 x 2 1/2"	3.80
2 x 2 x 2 1/2"	4.00
2 1/2 x 2 1/2 x 3"	4.60
3 x 3 x 3	5.00
3 x 3 x 4	5.20
4 x 4 x 4	6.00

Discounts on quantity lots: 3% on lots of 25M to 49M; 5% on lots of 50M to 99M; 10% on lots of 100M or more.

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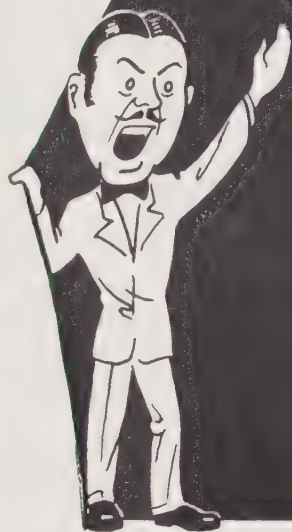
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INTRODUCING -



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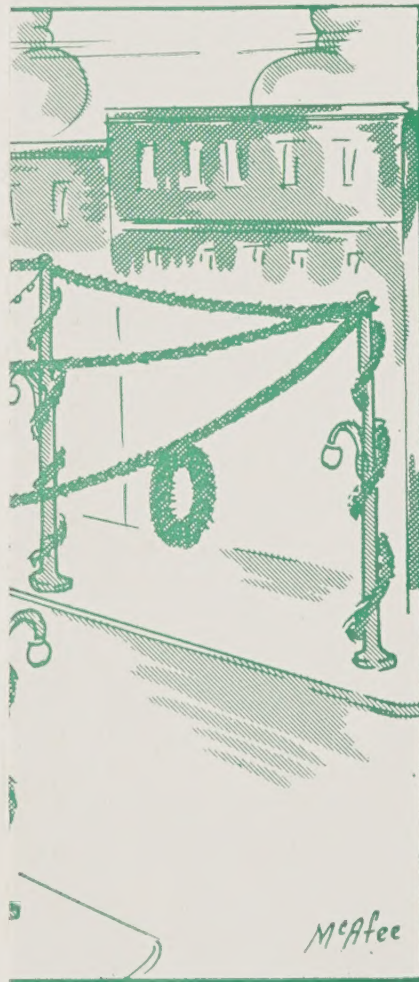
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several other patterns along this
one can make by stopping and

BOONE, NORTH CAROLINA
OUR GOLDEN ANNIVERSARY

DEAR FRIENDS:

TO THOSE OF YOU WE HAD THE PLEASURE OF SERVING LAST YEAR, WE WOULD LIKE TO THANK YOU FOR ALL YOUR BUSINESS, AND TELL YOU HOW MUCH WE ENJOYED DECORATING YOUR TOWN. WE HOPE OUR DECORATIONS MADE YOUR CHRISTMAS BRIGHTER THAN EVER BEFORE, AND THAT WE WILL HAVE THE PRIVILEGE OF SERVING YOU AGAIN THIS YEAR.

TO THOSE OF YOU WE DID NOT SERVE LAST YEAR, MAY WE SAY WE HOPE WE WILL HAVE THE OPPORTUNITY OF DOING SO THIS YEAR. IN THIS YEAR, OUR 50th ANNIVERSARY, WE WOULD LIKE TO GIVE YOU THE BEST QUALITY OF GOODS YOU HAVE EVER HAD—WE HAVE LEARNED IN OUR 50 YEARS OF EXPERIENCE THE BEST IN GREENS AND THOSE WE OFFER TO YOU.

THERE IS ONE FAVOR WE WOULD LIKE TO ASK YOU—IF THERE ARE FLORISTS IN YOUR CITY, WE WOULD APPRECIATE YOUR TEARING THESE OUT OF AN OLD TELEPHONE DIRECTORY AND SENDING THEM ON TO US. WE WOULD CERTAINLY BE PLEASED TO HAVE THESE, AND WE HANDLE MANY FLORIST'S GREENS IN ADDITION TO OUR CHRISTMAS DECORATIONS, AND WOULD LIKE TO GET ACQUAINTED WITH YOUR CITY'S FLORISTS.

WE ANTICIPATE A BUSY SEASON THIS YEAR, AND URGE YOU TO SEND US YOUR ORDERS NOW, AS WE WISH TO FILL ALL ORDERS, AND WILL PROBABLY BE UNABLE TO DO SO IF WE DO NOT HAVE YOUR ORDER EARLY.

WISHING YOU A PROSPEROUS SEASON, WE LOOK FORWARD TO SERVING YOU ON ALL YOUR CHRISTMAS DECORATIONS.

YOURS VERY TRULY,
APPALACHIAN EVERGREEN COMPANY
BOONE, N. C.

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This is one of the most beautiful patterns that can be used. There are several other patterns along this same line that can be made by making a few changes, changes that anyone can make by stopping and planning.



*The city of Spartanburg, South Carolina, showing how beautiful it looked in 1949
decorated with our White Pine Roping.*

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